For: AMERICAN INSTITUTE OF ARCHITECTS

Cleveland, Ohio

FOR IMMEDIATE RELEASE

"Architects Help People" is the theme of a large exhibition featured at the Cleveland Museum of Art starting Saturday, October 3 through November 4.

In preparation for two years, the show will present to the Cleveland public the best buildings, past, present and future, to come from the drawing boards of Cleveland architects, ranging all the way from multi-million dollar airports and factories to modest residences and furniture design.

Sixty-five projects have been selected by Thomas Creighton, outstanding architectural critic and editor of "Progressive Architecture" magazine, from hundreds of recent and projected works submitted by members of the Cleveland Chapter, American Institute of Architects.

In addition to these 65, 11 noteworthy "all-time favorites" chosen by a poll of Cleveland AIA members will be featured at the show.

Two principal galleries of the Art Museum have been transformed into a brilliantly colored backdrop for the specially prepared photographs, drawings, and scale models. The displays will show the ways in which architects help people have a better life through better houses, better schools, better places to work.

The exhibit itself opens with a vividly colored mobile announcing the theme, and follows with the section "Architects Help People Stay Safe and Well". Here are displayed new hospitals and doctors' offices, to protect people's health, as well as public buildings designed to protect their welfare. A lighthouse whose shape was inspired by the dynamics of wind and wave is seen near a structure designed to allow hospital patients the maximum of healing sunlight.

"Work and Save", the next category, shows offices which are designed for comfortable efficiency and factories which are designed for economy in production. Forms and materials used include the old and familiar but also introduce such new ideas as a factory of ribbed stainless steel, and a building group roofed with huge transparent domes.

The banks exhibited show the new trend for a friendly atmosphere to conduct the business of saving, with light and cheerfulness supplanting an earlier era where Greek porticos attempted to connote security.

An alcove has projects which demonstrate how "Architects Help People Live Well", -- top examples of houses and housing. Residences shown indicate the present trend toward design around the way people want to live, rather than the "Colonial" or "Cape Cod" approach of former years.

These houses make the most of the landscape, opening up to sun and view, while reflecting the owners' personal needs and desires.

Apartments and housing projects follow the same trend of intelligent present-day planning, with consideration for good living for the tenant, and economic planning and engineering for the management.

Next is a series of wall panels illustrating how "Architects Help People Relax and Travel", where, among other projects, the visitor will see the new Cleveland municipal airport, a good example of how today's architect must combine complex technical and planning problems in an artistically pleasing composition.

The form, with its long fingers reaching out to airplane runways, collects the passengers in a terminal with provisions for lounging, eating, or observing the planes, while above rises the clean-cut efficient administration tower of metal and glass.

A huge blue panel introduces the next section of the exhibit, "Buy and Sell". Here are examples of the architect's work to help a merchant display and sell his wares - ranging from the small specialized shop to the ambitious large-scale shopping center.

The final area of the show is called "Architects Help People Worship and Learn", where one finds the newest architectural thinking on religious and educational buildings. The trend is clear, toward churches that are up-to-date, reasonable structures, with the budget in mind, and with good design springing from simplicity and proportion rather than relying on the application of pseudo-Gothic decoration (cast in cement) or some other device borrowed inappropriately from another era.

Also evident is the direction in which school design is moving, by these Cleveland architects' work, concentrating on good planning, well-lighted classrooms, economy in construction and service to the community.

In the Educational exhibit, the visitor will see drawings and a large model of the Cleveland Zoo, where buildings and terrain will eventually merge into an outstanding civic project.

"Architects Help People" is an exhibition which reviews the building of this area, and gives an indication of what future building may be expected. The projects shown indicate the forward-looking approach of today's architect, with examples of the many different building problems he is called on to solve.

The exhibit touches on the creative force that produces the structures in which people are born, work, play and pass their lives. This force, and the men who direct it, are the real subject matter of "Architects Help People."

President of the Cleveland Chapter, AIA, is Joseph Ceruti. Committee of architects who designed and organized the exhibition consists of: Robert A. Little, chairman, George Dalton, J. Byers Hays, and Andy Buren.

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